GNI Mullana

SEO AUDIT REPORT

https://www.gni.edu.in/

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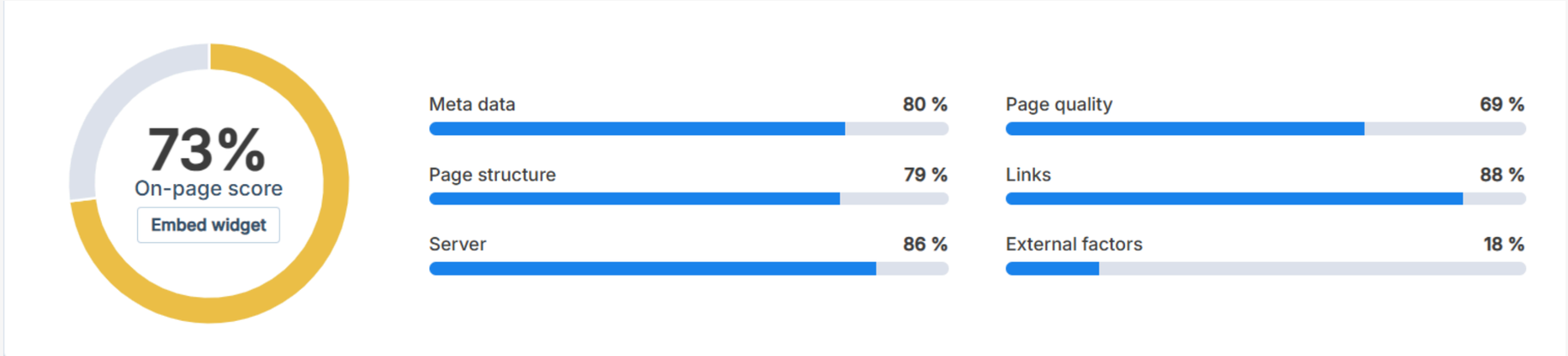
OVERVIEW

“This SEo audit evaluates GNI Mullana’s technical health, on-page SEO, website performance and overall user experience.” The report identifies key SEO issues such as page speed, technical errors, broken links, meta tag optimzation, mobile responsiveness and opportunities to improve search engine visibility, organic traffic, website usability and overall SEO performance through targeted technical and on-page optimization strategies.

SEO SCORE

SEO score is a composite metric ()-100) that evaluates a website's compliance with search engine optimzation best practice across on-page, technical and off- page factors, indicating its potential to rank in SERPs (Search Engine Results pages) og Google.

The current performance score stands at 73%, indicating strong baseline health with clear opportunities for strategic structural optimization.



TECHNICAL SEO

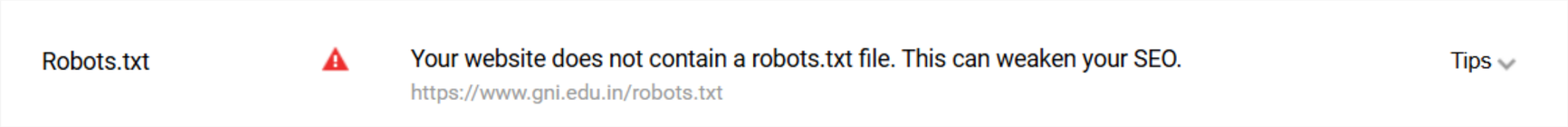
CRAWLABILITY : PASSED

Determines wheather search engine bots can access and read the content of your site. if pages are blocked or hidden, they won't appear in search results. pages must have the correct meta tags (e.g., noindex) and not be blockes in robots.txt

Observation :
We've analysed that your website is not using "noindex tag", which prevents indexing.
Recommendation:
Not Required.

Robots.txt: FAILED

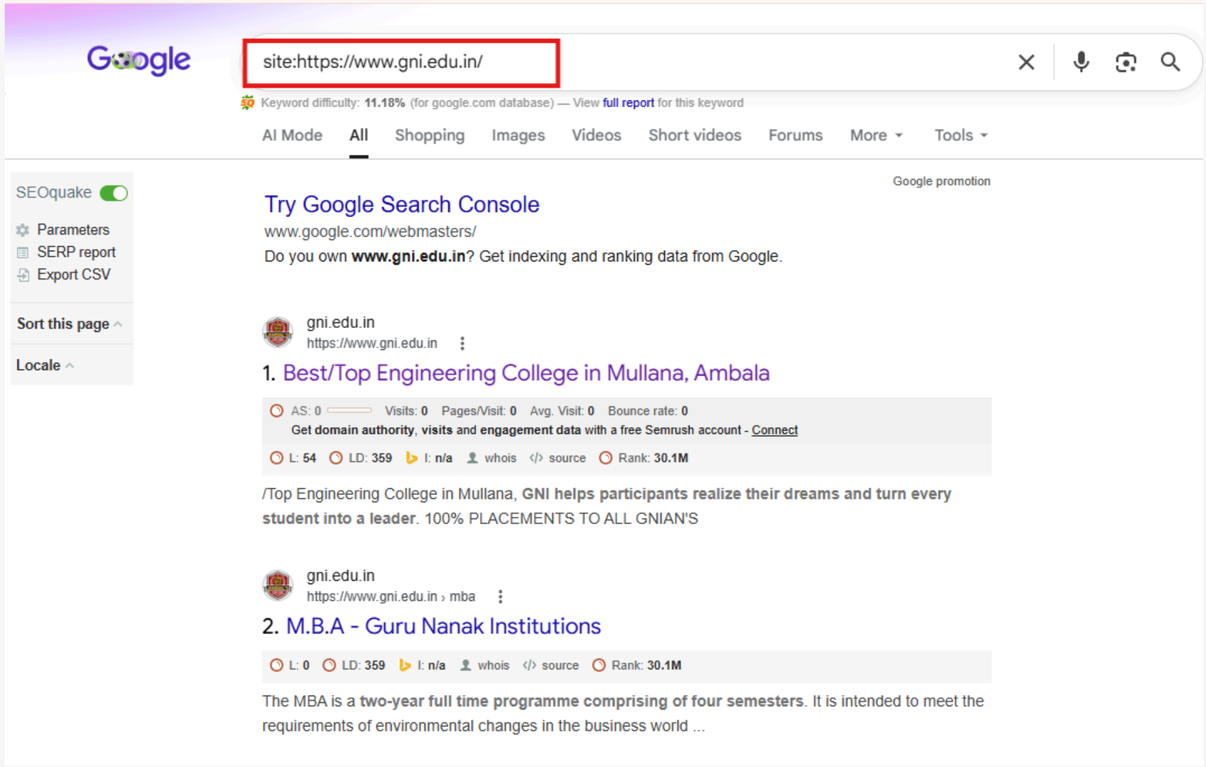
Robots.txt is a file that guids search engine bots on which parts of a website they can crawl and index. It helps improve website crawl management and SEO.



Observation:
Robots.txt file is not found (404 Error) on the website.
Recommendation:
Create and upload a valid robots.txt file in the website’s root directorybto guide search engine crawlers.

INDEXABILITY : PASSED

Checks if crawled pages are indexing in the indexing in the search engines.



Observation:

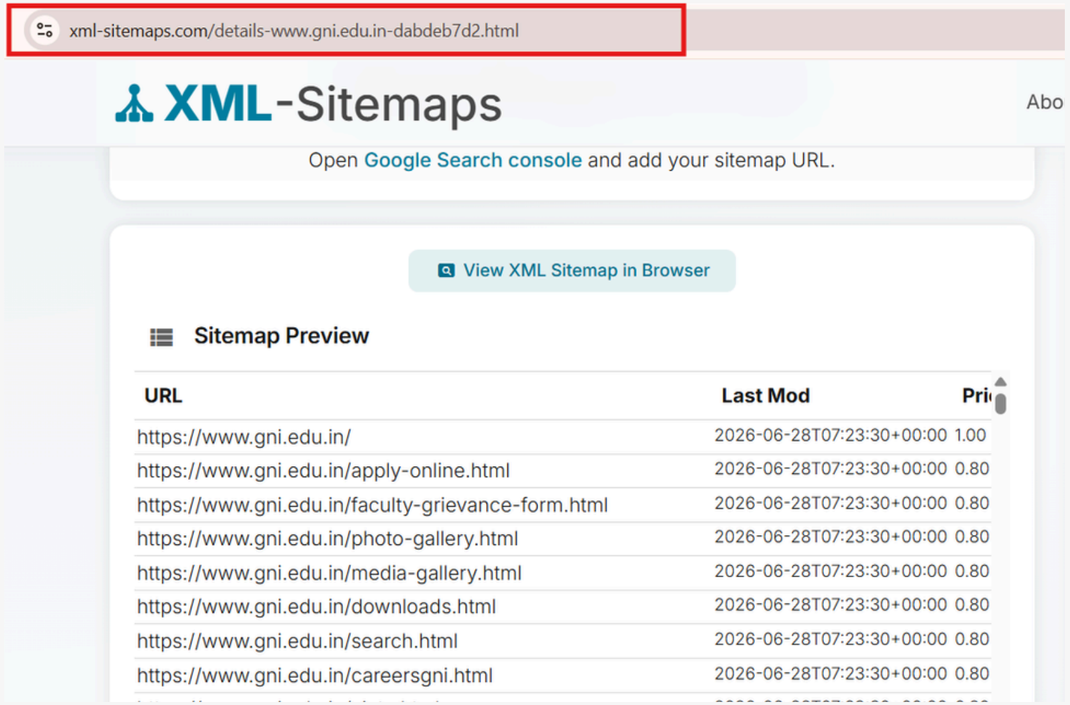
Website is indexable and can be indexed by search engines.

Recommendation:

Keep important pages indexable and monitor them regularly in Google search Coonsole.

XML SITEMAP:PASSED

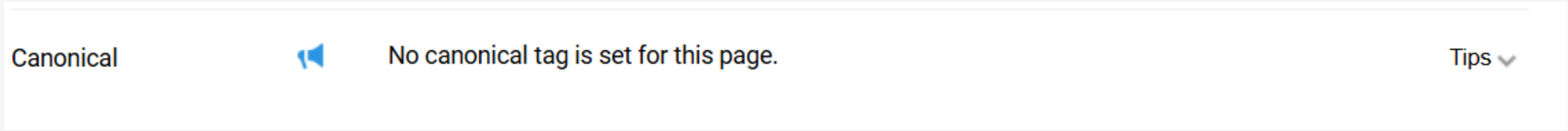
A structured list of a all important URLs on your website, submitted to search engines to guide their indexing.



Observation:
XML sitemap is present, valid, and successfully detected by search engines.
Recommendation:
regularly update the XML sitemap and resubmite it after major website changes..

CANONICAL TAGS : FAILED

A structured list of all important URLs on your website, submitted to search engines to guide their indexing.

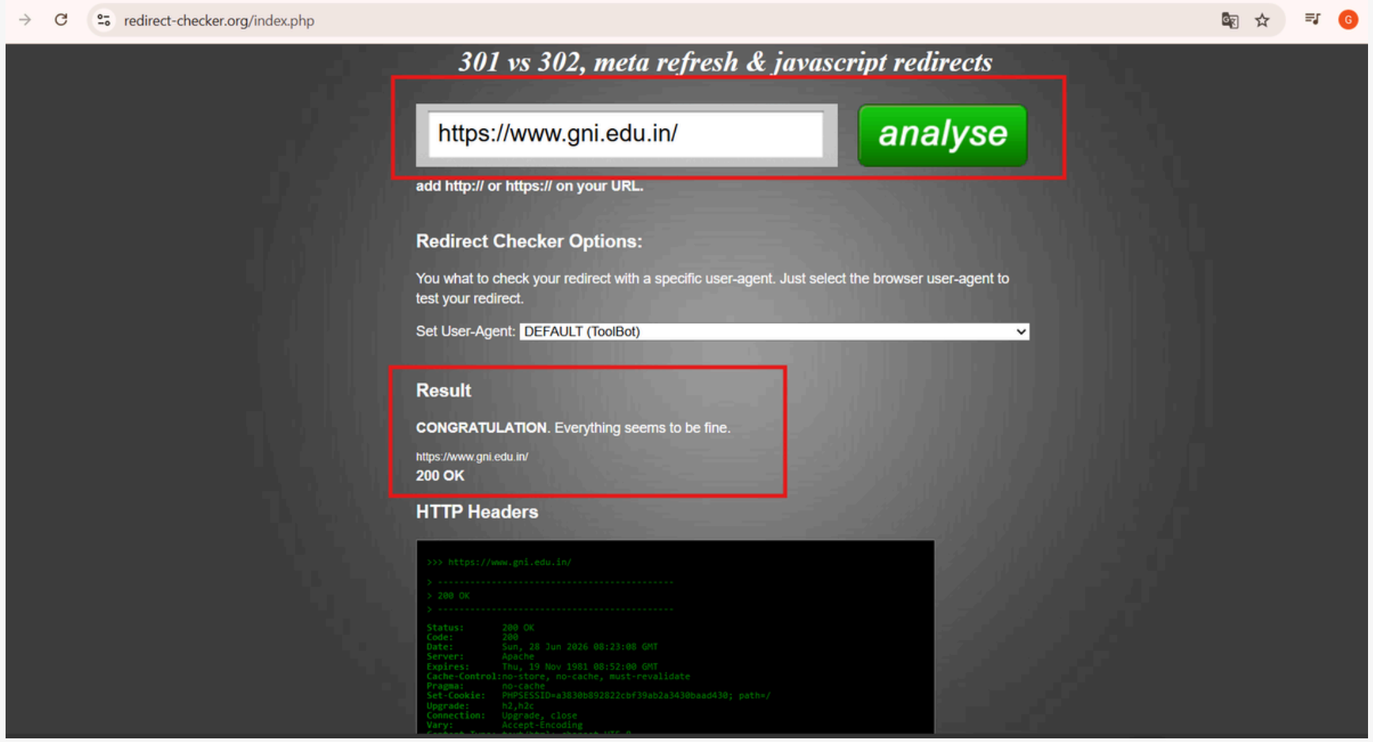


Observation:
Canonical tags is missing from the webpage, which may lead to duplicate content and indexing issues.

Recommendation:
Add a self- referencing canonical tag to prevent duplicate content and improve SEO.

REDIRECT (301,302) : PASSED

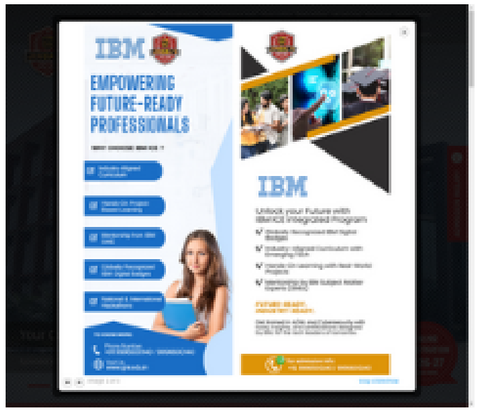
301 redirects are permanent and pass SEO value; 302 are temporary and genrally don’t. They help maintain link equity during URL changes or migrations.



Observation :
NO 301/302 redirects detected; the webpage returns **200** OK..
Recommendation:
Maintain proper 301 redirects only when URLs are permanently changed to preserve SEO value.

LOAD TIME AND PERFORMACE : FAILED

Load Time and Performance measure how quickly a website loads and responds. Faster loading, smaller page size, and fewer requests improve user experience and SEO rankings.



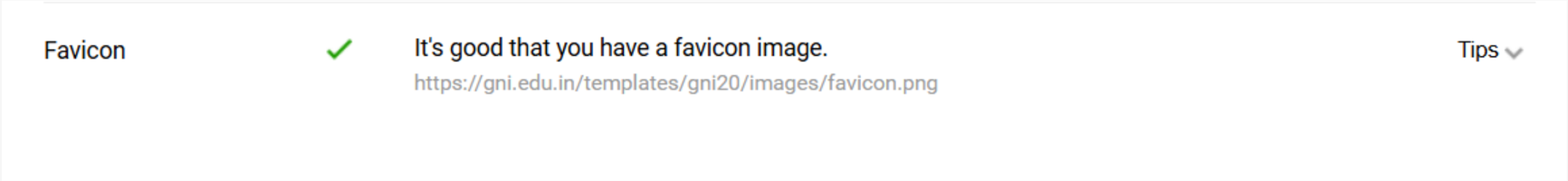
Performance grade	Page size
C 71	4.2 MB
Load time	**Requests**
3.34 s	111

Observation:
Website performance is below the recommended level due to high page size, slow load time, and too many requests.

Recommendation:
Optimize images, reduce HTTP requests, and enable caching and file compression to improve loading speed and SEO.

FAVICON TEST: PASSED

Favicon icon is the small icon that appear in a browser tab next to a website’s tittle . It enhance brand user recoginition and improve user expriences, indirectly supporting SEO through trust and professionalism.



Observation:
Favicon is properly implemented and visible across pages for Google.
Recommendation: No action required

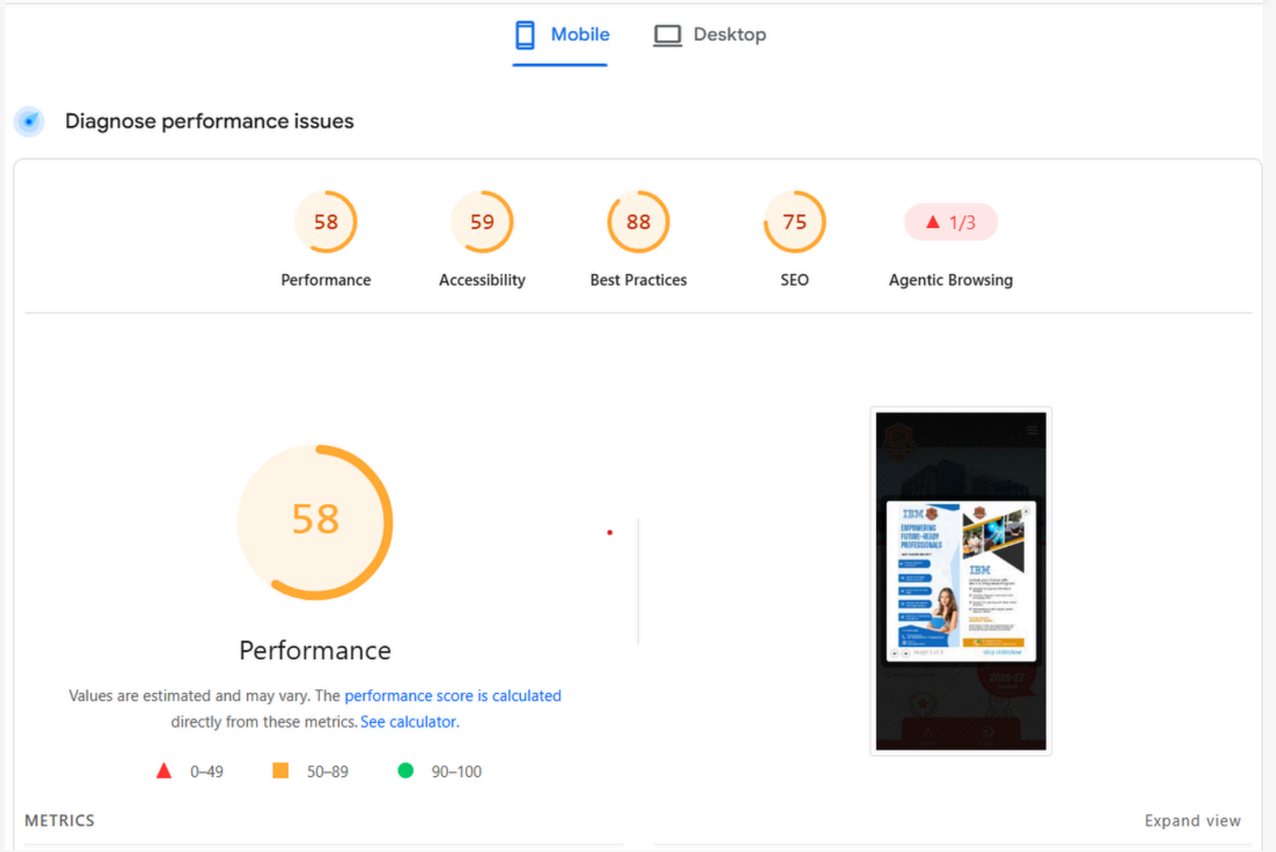
CORE WEB VITALS

Core web vitals are Google’s page speed metrics:

LCP (load time), FID (interactivity), CLSv(visual stability) impacting user experience and SEO ranking.

MOBILE PERFORMANCE: FAILED

Mobile performance is visit for SEO, as Google prioritizes mobile-friendly, fast loading sites. Poor responsiveness increases bounce rates and hurts rankings. Optimizing mobile speed and usability both user experience and search visibility.

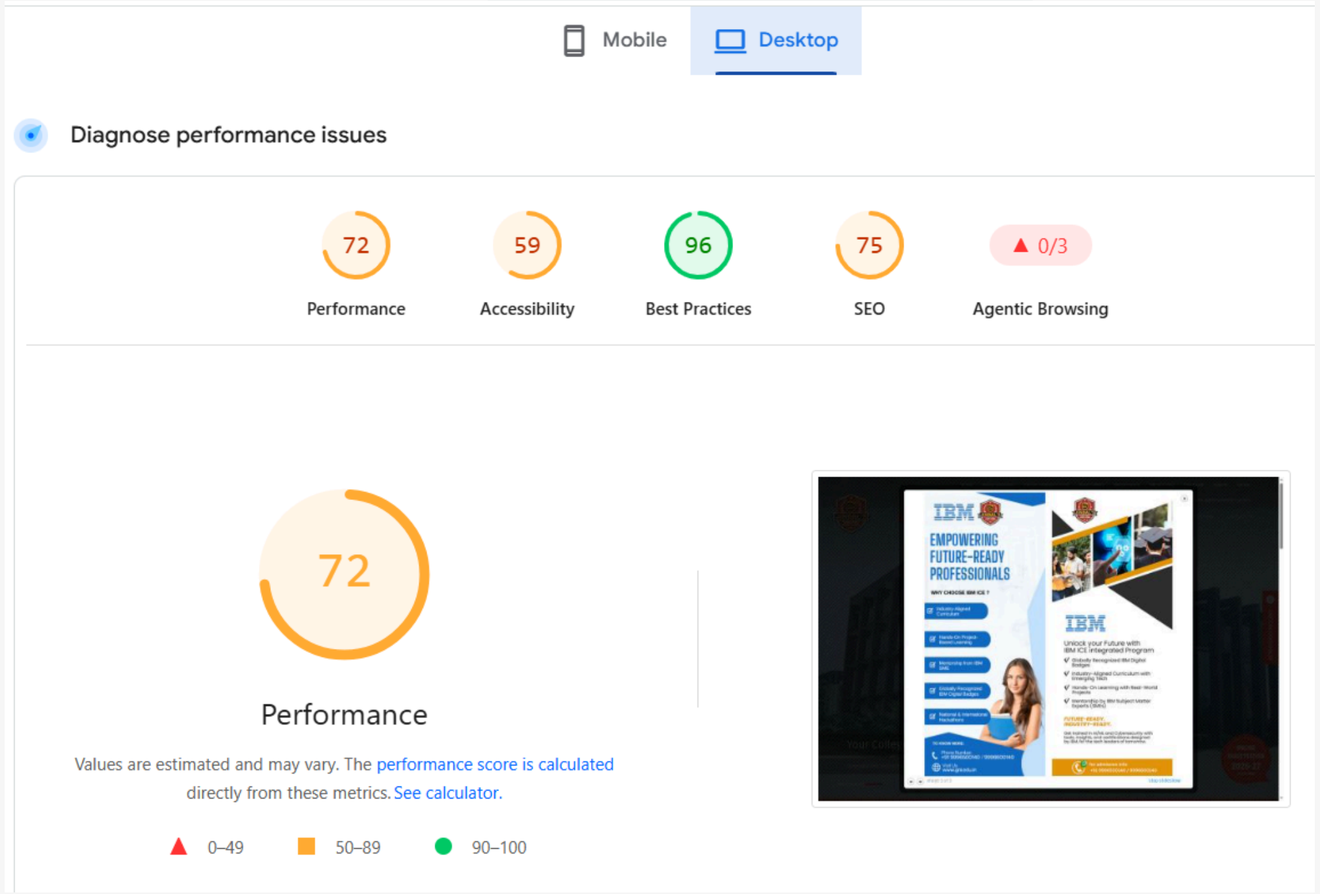


Observation:
Mobile performance is poor, affecting usability and ranking on Google.

Recommendation:
Optizize for mobile rresponsiveness, improve speed and fix usability issues.

DESKTOP PERFORMANCE: FAILED

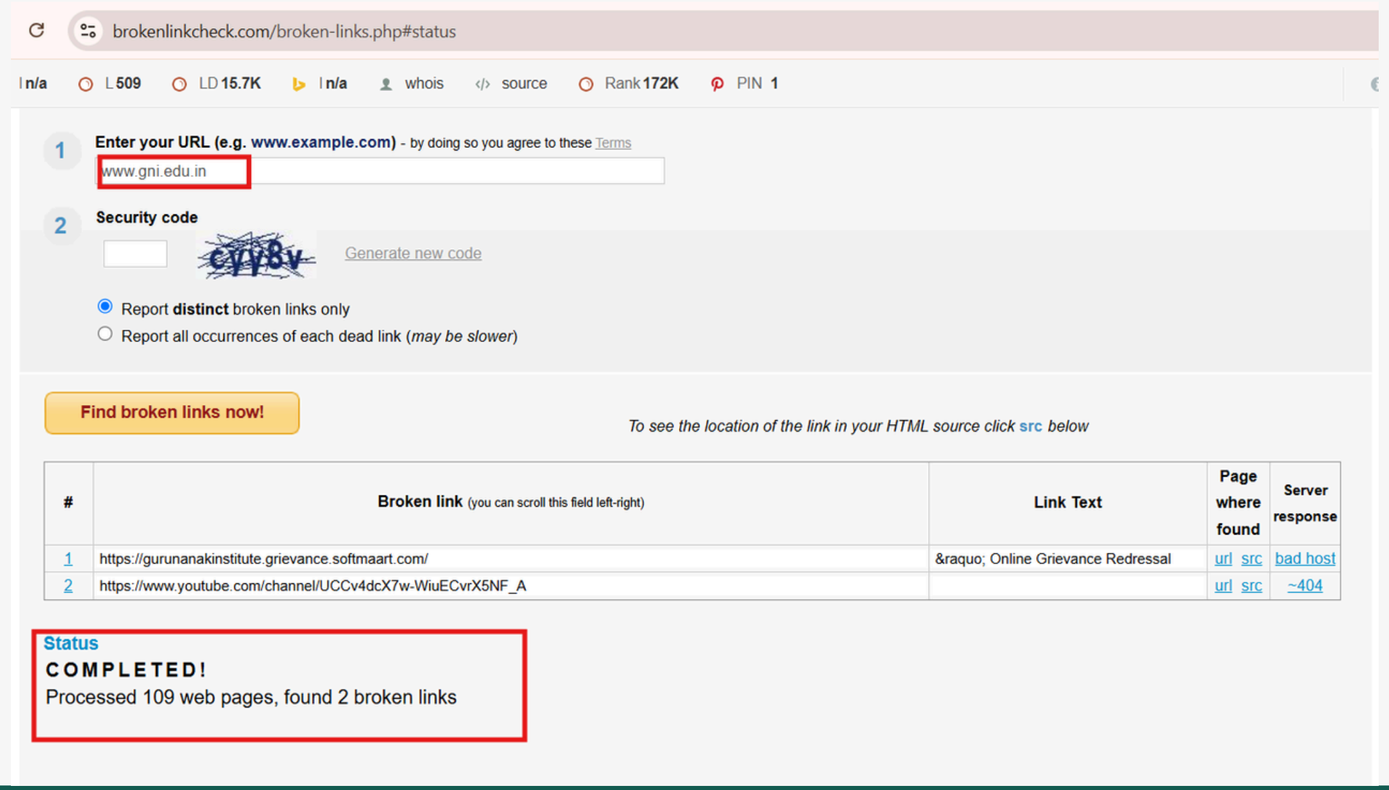
Desktop perrformance impacts SEO by affecting user experience and ranking. A fast, Well-structured site reduces bounce rates and supports strong visibility. Optimizing speed and navigation is key for engagement and search success.



Observation:
Desktop performace is poor, empacting user experience and ranking on Google.
Recommendation:
Optimizing speed, reduce resources load and improve overall performance.

BROKEN LINKS: FAILED

Link pointing to non exsiting psge create a poor user experience and negatively impact SEO by basting crawl budgt.


brokenlinkcheck.com/broken-links.php#status
n/a
L 509
LD 15.7K
n/a
whois
source
Rank 172K
PIN 1
1
Enter your URL (e.g. www.example.com) - by doing so you agree to these Terms
www.gni.edu.in
2
Security code
Generate new code
Report distinct broken links only
Report all occurrences of each dead link (may be slower)
Find broken links now!
To see the location of the link in your HTML source click src below
| Broken link (you can scroll this field left-right) | Link Text | Page where found | Server response
1 | https://gurunanakinstitute.grievance.softmaart.com/ | » Online Grievance Redressal | url src | bad host
2 | https://www.youtube.com/channel/UCCv4dcX7w-WiuECvrX5NF_A | | url src | ~404
Status
COMPLETED!
Processed 109 web pages, found 2 broken links

Observation:

Broken links were found on the website.

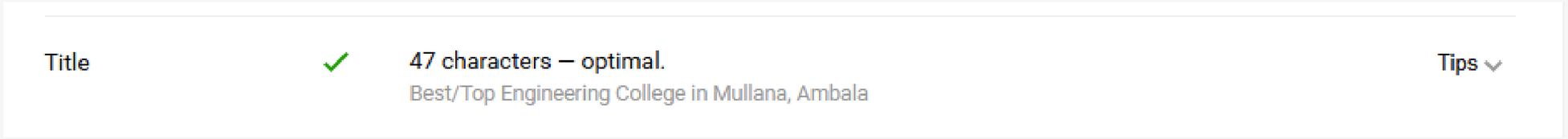
Recommendation:

Fix or redirect all broken links to improve SEO and user experience.

ON PAGE SEO

META TITLES : PASSED

The clickable heading in search results. It should be with in 50-60 characters.



Observation:
The meta title is 47 characters long , which is with in the recommended SEO length.
Recommendation :
Keep the meta title between 50-60 charchters where possible and include the primary keyword naturally for better SEO.

META DESCRIPTION: PASSED

Brief summaries up to (160 characters) areshown under the title tag in SERPs.

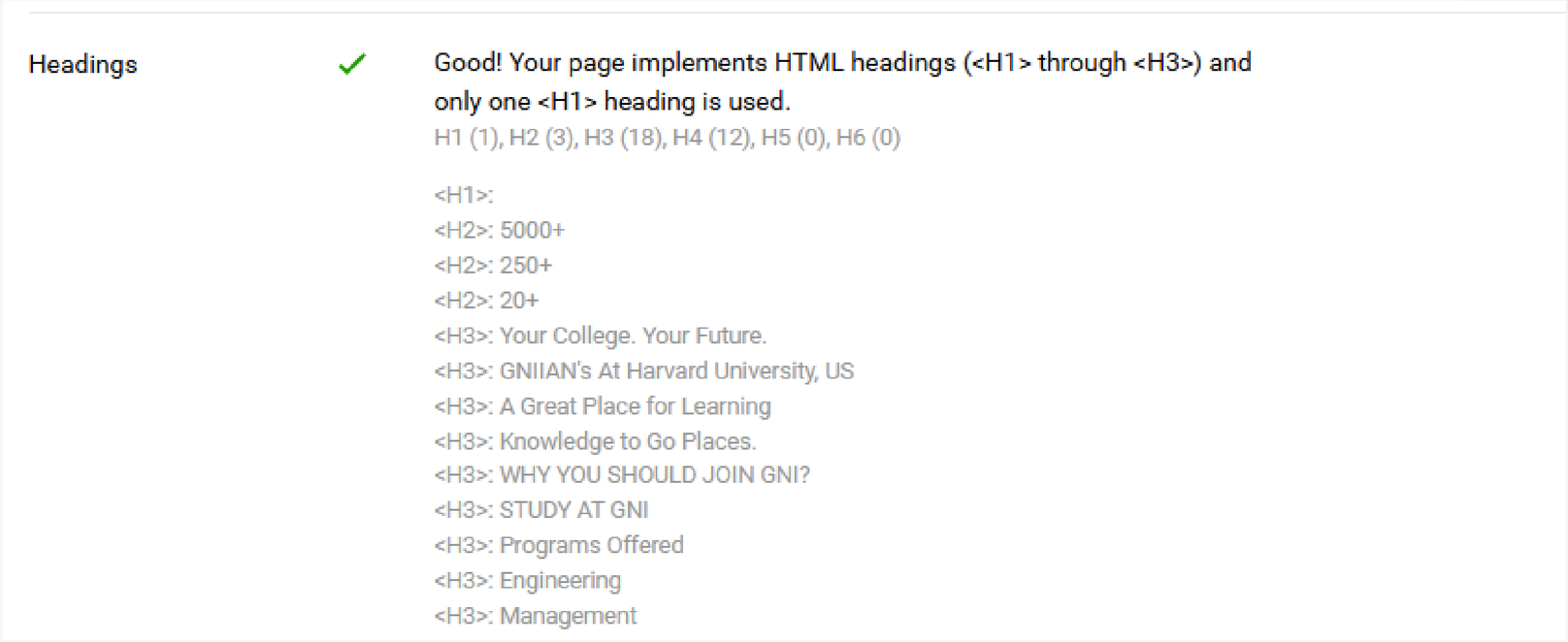
Meta description
220 characters — optimal.
GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Kurukshetra and are supported by Mela Singh Memorial Educational Trust.
Tips

Observation: Meta description is present and optimized.

Recommendation: Keep the meta description clear, relevant and keyword-rich.

HEADER TAGS (H1, H2 etc.): PASSED

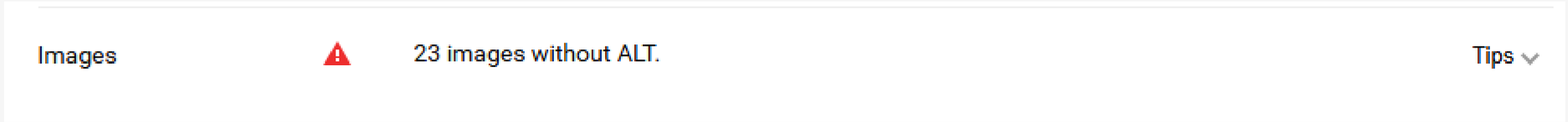
Used to orgazise content hierarchically. The H1 should be used once per page, usually for the main topic, with H2s for subtopics.



Observation: Header tags (H1, H2, elc) are properly implemented.
Recommendation: Maintain one H1 tag and use H2\H3 tags in logical order.

IMAGE OPTIMIZATION (ALT TAGS):FAILED

Describes the content of an image for screen readers and display when image don’t load. In SEO, they improve image accessibility and help search engine understand and index visual content.

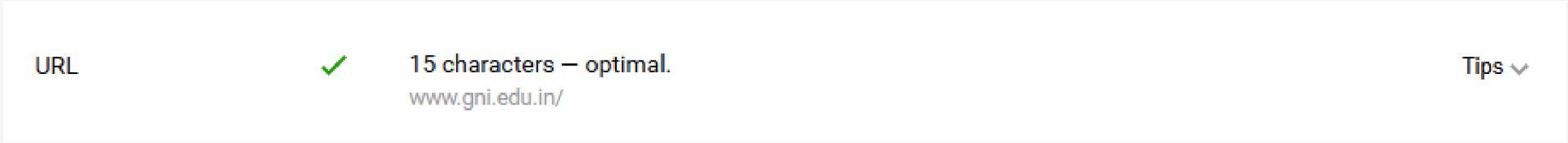


Observation: 23 images are missing ALT tags, which reduces image accessibility and SEO performance.

Recommendation: Add descriptive ALT text to all images to improve accessibility, image indexing and search engine ranking.

URL STRUCTURE:PASSED

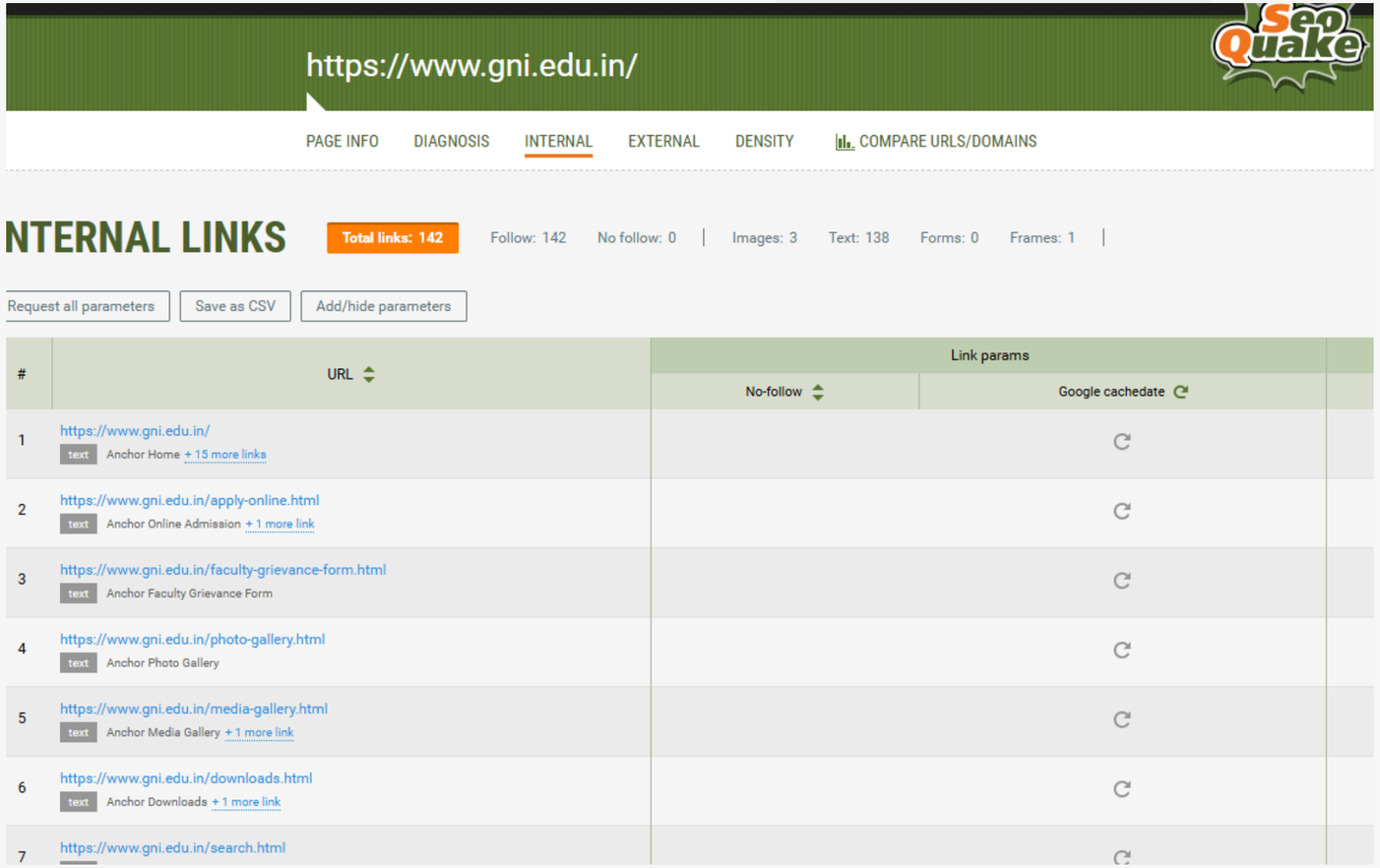
Seo friendly URLs are short, include keywords and use hyphen instead of underscores.
Clean URLs are easir to index



Observation: The website has a clean and SEO – friendly URL structure.
Recommendation: Keep URLs short, descriptive and keyword – rich.

INTERNAL LINKING : PASSED

Connects pages within the same website using hyperlinks. It helps search enginee crwal your site better and distributes page authority, improving overall SEO and user navigation.

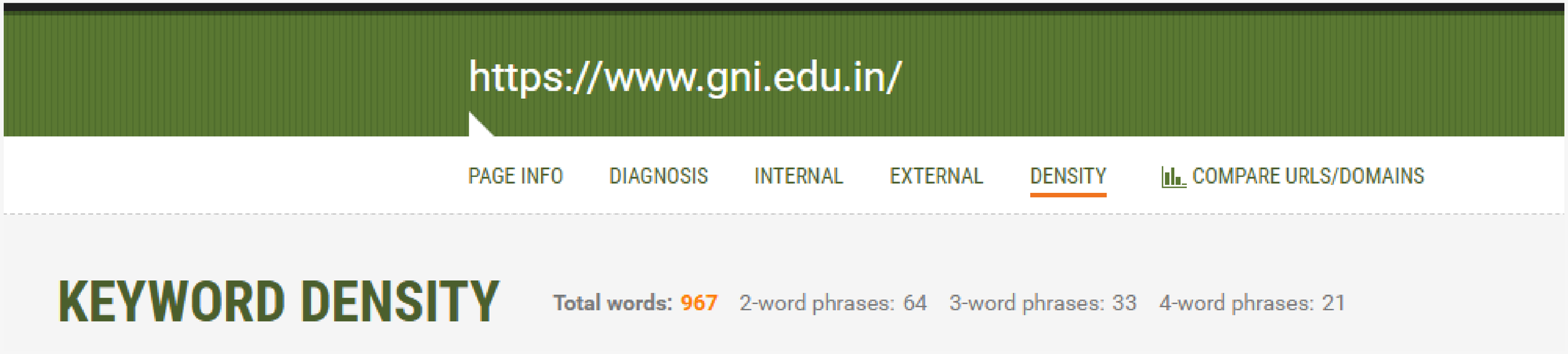


Observation & Recommendation : Internal linking is implemented well, but add more relevent internal links with proper anchor text to improve SEO and navigation.

CONTENT SEO

CONTENT AMOUNT:PASSED

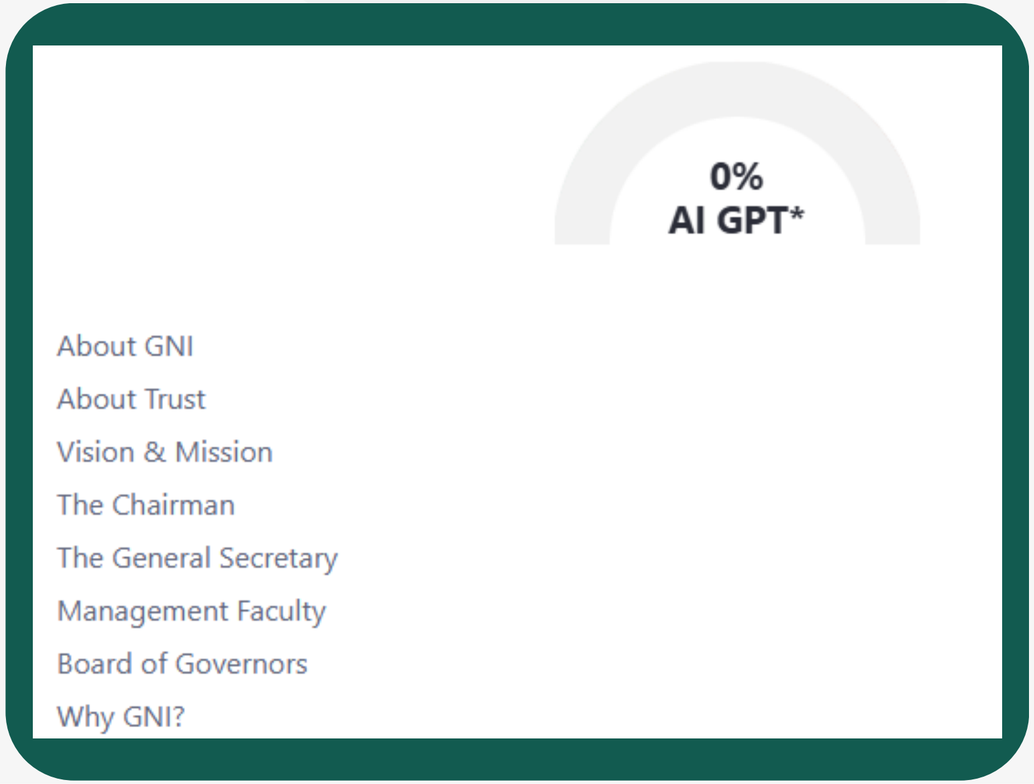
Content amount refers t the volume of text or media on a webpage. In SEO, sufficcient and relevent content helps search engine understand page context and improves chances of ranking for target keywprds.



Observation: Content amount and keywords density are well maintained on the web page.
Recommendation: Add more high-quality and user-focused content with naturally placed keywords to improve SEO ranking.

CONTENT QUALITY/ AI CONTENT : PASSED

AI-generated content can negative impact on a website's SEO if it's low quality, spammy or lacks originality. Search engine like Google The website content appears to be original with 0% AI- genrated content, which supports better SEO and user trust.

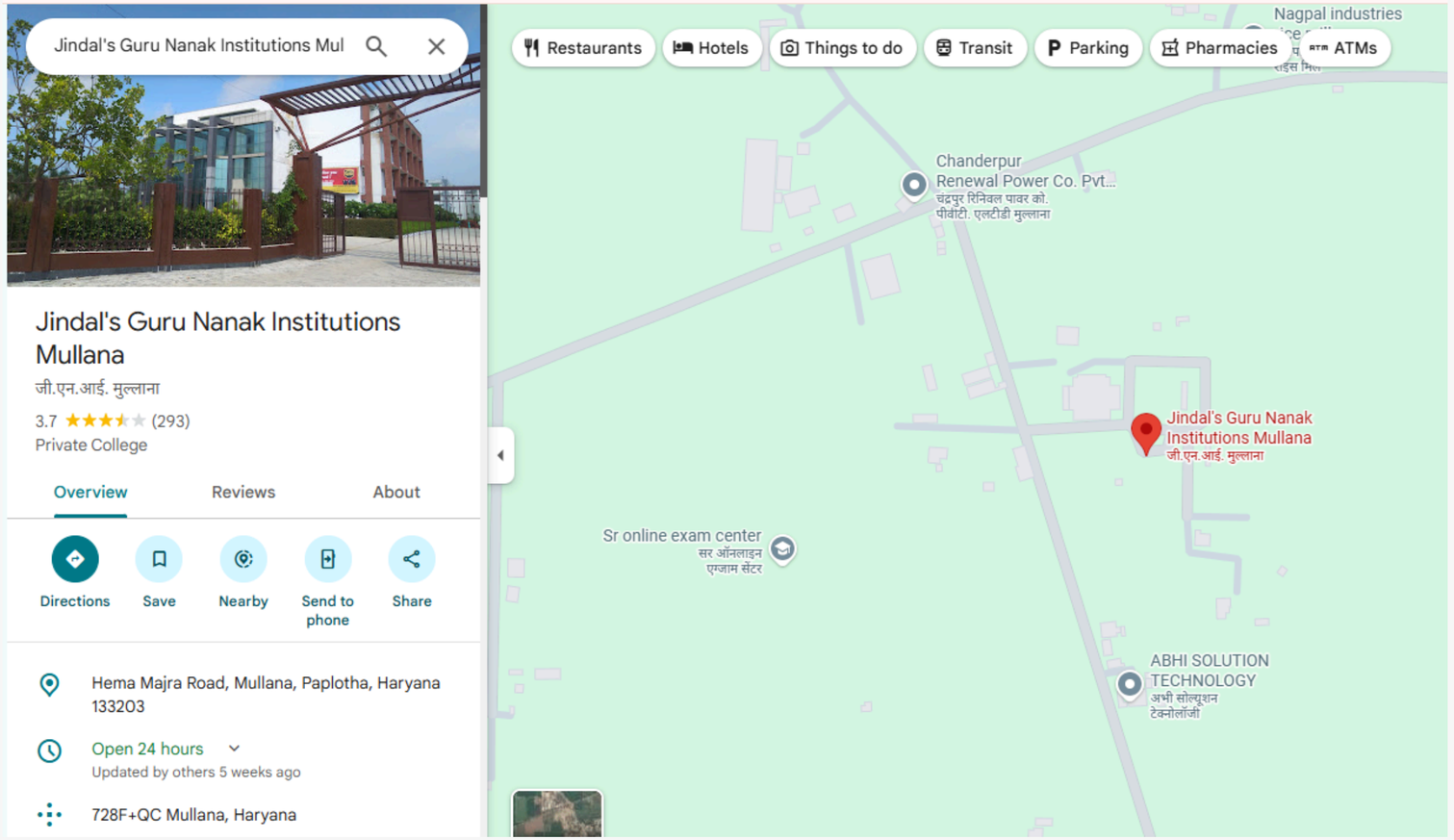


Observation: AI content detection shows 0% **AI generated content.**

Recommendation: Continue publishing original, useful and user-focused content.

GOOGLE BUSINESS PROFILE(GBP):PASSED

Google Business Profile (GBP) is correctly set up, allowing the institution to appear in Google Search and Google Maps with essential information such as address, contact details, reviews, and operating hours.



Observation

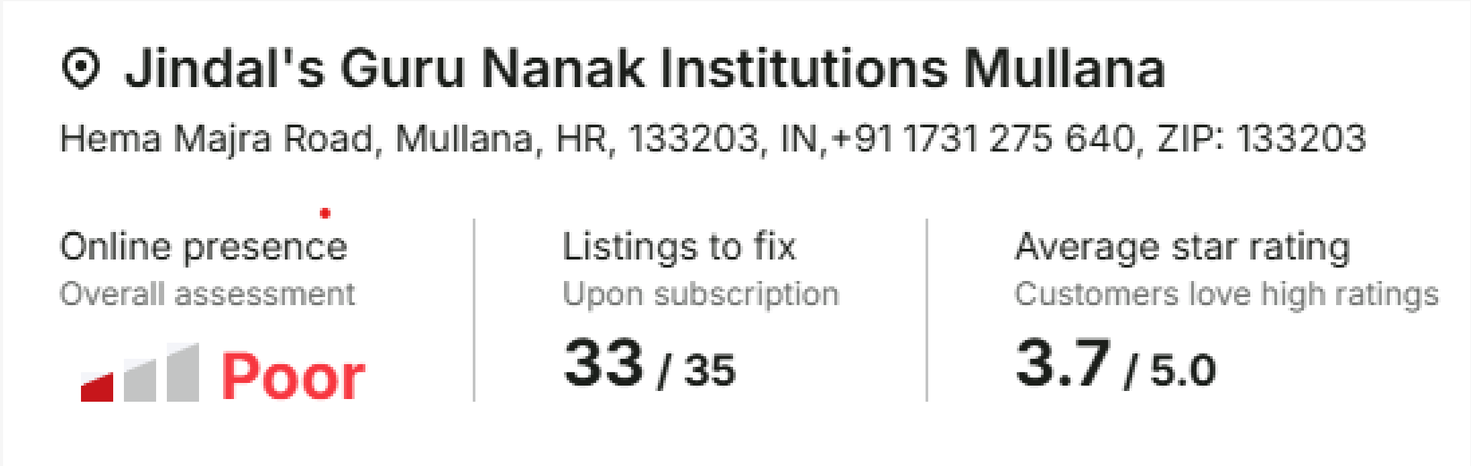
The Google Business Profile is active, verified, and improves local search visibility and user trust.

Recommendation

Maintain the profile by regularly updating information, adding photos, and responding to student reviews to improve engagement and local SEO.

LOCAL CITATIONS: FAILED

Local citations are online mentions of the institution's Name, Address, and Phone Number (NAP) across business directories and local listing websites that help improve local SEO and search visibility.



Observation:
Local citation coverage is poor, with most listings missing or containing inconsistent NAP information (33/35 need fixes).

Recommendation:
Update and standardize NAP details across all local directories and correct missing or inaccurate listings to improve local SEO visibility.

SEO TOOLS & MATRICS

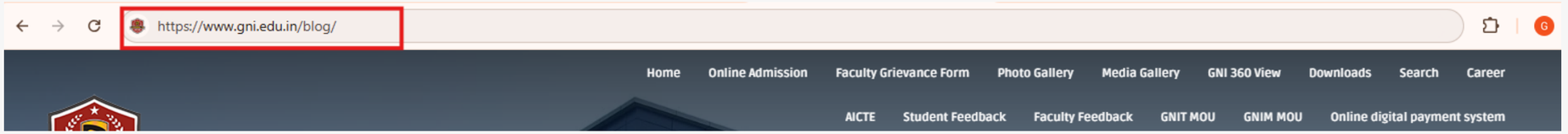
GOOGLE ANALYTICS & SEARCH CONSOLE : FAILED

Google Analytics and Google Search Console implementation was not detected on the website during the SEO audit. Without these tools, website traffic, user behavior, search performance, indexing status, and crawl issues cannot be effectively monitored. Implementing both tools is recommended to improve SEO tracking, website visibility, and performance analysis.

OTHER MATRICS

BLOG SUBMISSION: FAILED

A blog section adds fesh, keyword -rich content to your site, improving search visibility . It helps target long-tail keywords, attract backlinks, and keep users engaged-boosting overall SEO performance.



Observation :

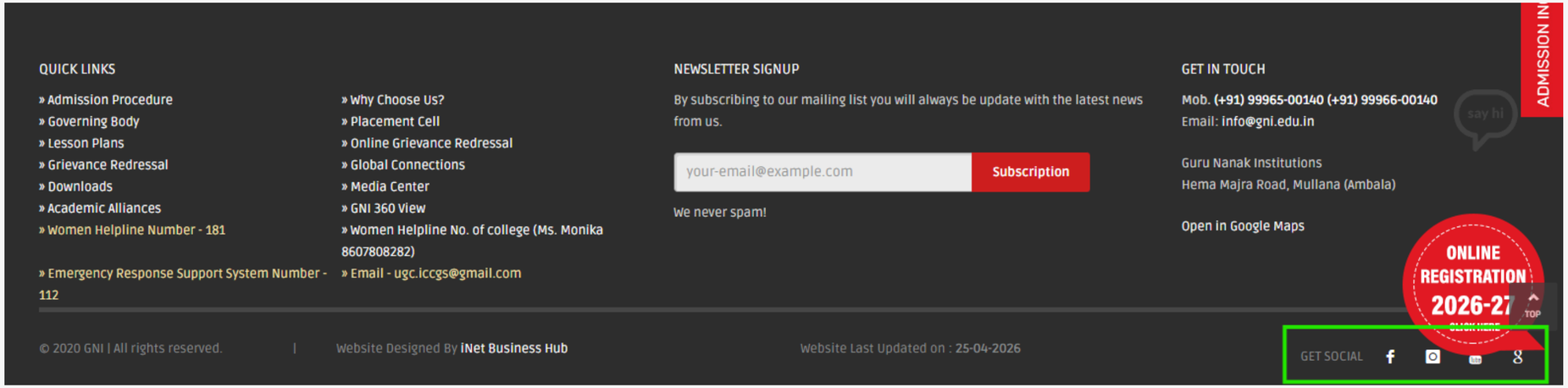
We have observed that your website does not have a blog page.

Recommendation:

Adding blogs in the new/events section or creating a dedicated blog page on website can help improve search engine rankings.

SOCIAL MEDIA: PASSED

The website has integrated social media profiles in the footer, allowing users to connect through multiple platforms. Social media integration helps improve brand visibility, user engagement, and online presence while supporting digital marketing and SEO efforts.



Observation:

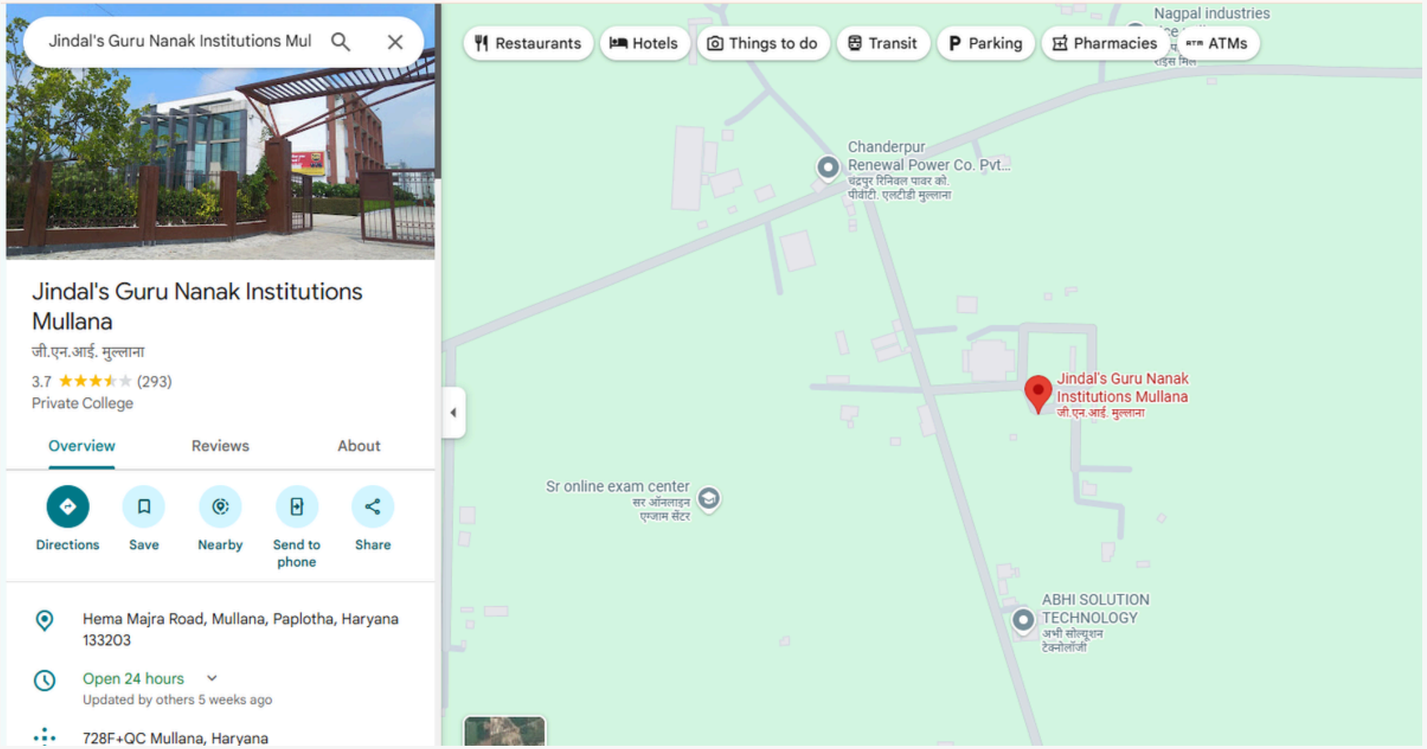
Social media icons are available and accessible in the website footer.

Recommendation:

Regularly update social media profiles and ensure all links remain active and

NAP ON WEBSITE:PASSED

Nap (Name, Address, Phone number) information is available and consistent on the website\Google buiseness listing.



Observation:
Business name and location detaild are visible on Google Maps.

Recommendation :
Keep NAP details updated and consistent across all online plateforms to improve local SEO.

THANK YOU